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SAVE FOR A RAINY DAY...



THE JERUSALEM POST

TUESDAY, MARCH 14, 1961 • 28 Adar, 5721 • 27 Ramadhan, 1380

Develop Israel with Israel Bonds

SIX PAGES

Day-Long Tussle Over South Africa

LAST MINUTE TALKS

Knesset yesterday day seeking for a solution and the holding of early elections. Talks were in progress in various places for the last-minute formation of a government.

This is the result of two separate trends. The first and strongest of these is the increasing reluctance on all sides to go through with elections that are generally expected to bring us back roughly to where we now stand. Leaders of the National Religious Party, in particular, regret the party's decision recently not to rejoin the government unconditionally, for financial and other reasons.

The Progressives feel unable to face elections at the present juncture because of the confusion of the early stages of the merger with the General Zionists. If the new grouping were given two and a half years, until the end of the present Knesset's normal term, to coalesce and seek support outside the present ranks of the two parties, and if Dr. Nahum Goldmann comes to reinforce their shaky leadership, then they believe they have a bright future. All this might be destroyed by elections within a few months.

Secondly, there is a feeling that tension over the "affair" is reaching a boiling point. At the time the elections are held the public may have lost all interest in it, and that any concessions to be obtained from Mapai on this score had better be pressed home quickly. With just a little sleight-of-hand, and Mapai agreeing that Mr. Eshkol shall be Premier for some months and Mr. Ben-Gurion's presence in the Cabinet suitably veiled by his agreeing to act as Minister of Defence only, elections could yet be circumvented.

It is clear that Mr. Ben-Gurion himself is in a delicate position. If elections, which nobody in their senses can really expect under these circumstances, can be prevented by this curious and unconvincing proposal, then it is difficult for him to argue that the present attempt to dislodge the head of Mapai is little different from the previous attempts. In this case the battle is being fought on the personal level and not on one that he or his supporters can effectively argue.

Mapai is, if anything, even more reluctant than the other parties to enter into an election campaign. The chief cause of this reluctance is not the fear that the party may lose seats in the Knesset. But it is an error to suppose that all these problems will be avoided by the establishment of the government under Mr. Eshkol, however, admirable a Prime Minister he may be under other circumstances. Mapai will have gone down to defeat, and the opposition will make the most of its success in having ousted Mr. Ben-Gurion. Over each disagreement the other coalition parties will remind Mapai that they were saved from themselves by their partners, and these will frame their demands accordingly. That is not a promising form of government.

Too much time has passed too many harsh words have been spoken, too many accusations made for everything to return to normal, and for confidence to return without one and all taking stock of where they stand. The immediate crisis may be averted, but it is a certain way for Mapai to pave the way for permanent weakness and dissension within its ranks. In the absence of any other strong party it is doubtful whether that can do the nation much good.

Some of the fainter hearts may calculate the possibilities of alternative governments that might appear should Mapai lose a little ground and Herut disintegrate, but they are not the majority. More of those in Mapai who wish to avoid elections at all costs believe rather that the party cannot afford the soul-searching and testing of loyalty that will be inevitable in an election campaign; they fear also a renewed challenge to Mr. Lavon to demoralize such sections of the party as do not support him by ineffective appeals through the press.

No More Currency Changes Due

BARLE (Reuters). — Central Bank governors who attended a meeting of the Bank for International Settlements here over the weekend were satisfied that rumours of possible further currency adjustments following those of West Germany and Holland "have no foundation," it was announced here.

LONDON (AP). — Commonwealth leaders argued all day yesterday whether South Africa should be allowed to remain in their free association of nations, and then deferred any decision until today.

The doors in Lancaster House reached a deadlocked stage by the evening. This was the issue.

Can the multi-racial Commonwealth have a place for a nation which practices racial segregation as a matter of national policy?

Some of the Commonwealth leaders either said or implied that the answer to that question must be in the negative. They stuck to that stand despite the appeals of South African Prime Minister Hendrik Verwoerd and others who backed him.

Verwoerd Smiles

Dr. Verwoerd himself left the meeting with a smile on his face. During the long day of arguing he called attention to the fact that other Commonwealth countries had records which were far from perfect.

On balance, conference sources said, it seemed more likely than not that South Africa would be allowed to remain in the Commonwealth.

But this was entirely contingent on whether the other Commonwealth leaders can find some way to keep that nation in the club and still issue a public declaration dissociating themselves from South Africa's racial segregation policy. There was disappointment that yesterday's meeting failed to produce a decision on a matter which has plagued the Commonwealth for years.

Jordan Confronts With UAR on Plot Charge

The Jordan Premier, Bahjat Talhouh, had a 40-minute meeting yesterday with the quickly withdrawn Egyptian Minister of Defence, Abdel Halim Badr, in Amman on Sunday night in connection with the latest Syrian allegations against Jordan.

Yesterday, the Old City daily, "El Jihad" reported that the Egyptian diplomat received by the Jordan Foreign Minister, and that they conferred on the same subject.

The Jordan Minister asked the Charge d'Affaires to convey to Cairo the views of the Amman Government.

On Sunday the UAR claimed that it had uncovered a Jordan plot to assassinate Abdul Nasser during his recent visit to Syria.

2 JORDAN COMMUNISTS GET FIFTEEN YEARS

AMMAN (Reuters). — The State Security Court in Nabatliya yesterday sentenced two men to 15 years imprisonment for being members of the banned Communist Party, it was announced here.

Cairo Reports 'Bloody' Clashes in Kirkuk

CAIRO (AP). — Cairo dailies reported yesterday that seven persons were killed and at least 100 wounded, in seriously in "bloody" clashes between Kurds and Turcomans on Sunday in the northern Iraqi town of Kirkuk. The clashes were touched off after the death of a Turcoman, it was claimed.

The papers, quoting a Middle East News Agency dispatch from Zacho, on the Iraqi-Turkish border, said the Iraqi Government had instructed troops to occupy Kirkuk and take over Government offices and key points after the town was put under curfew.

The dailies said the Government also clamped a tight censorship on news media and cut communications between Kirkuk and the outside world. They said persons returning from Kirkuk described Sunday's incident as a massacre.

(There was no confirmation of the reports from Baghdad.)

All Set for Talks On Algeria Near Swiss Border

By MAURICE CARR, Jerusalem Post Correspondent

PARIS. — Paris is waiting with baited breath for the fateful decision — expected before the end of this week — whether a negotiated settlement of the more than six-year-old Algerian conflict is possible.

Technical arrangements for the party are already hopelessly complicated. A small French holiday resort, either Annemasse or Thonon-les-Bains, near the Swiss border is regarded as the ideal setting for eventual official, albeit discreet, discussions.

The FLN delegation will thus be able to reside in Switzerland, there to be free from restrictions such as the ban on press conferences which was imposed upon them at the abortive Melun conference.

So far the FLN has not retreated from any of its intransigent demands, such as the withdrawal of French troops from the Algerian countryside and concentration in the towns as the condition for a ceasefire, as well as insisting that France hand over Sahara's sovereignty outright, nor have the rebels taken kindly to the idea that the Mers el Kheir naval base be left to France with a status comparable to that of Gibraltar.

Hence the pessimism among some members of Gen. de Gaulle's entourage. But the President himself refuses to think the FLN will be so criminally foolish as to reject this genuine chance of peace with honour — the alternative to which is continuing and mounting convulsions in Algeria, ending probably in partition of the country.

President de Gaulle, who has been away in Toulon on a private visit attending his granddaughter's confirmation, is reported to be in an optimistic mood. As far as he is concerned he has done everything in his power to render peace possible against fantastic odds. He has won an immensely difficult struggle against the Algerian Franciscans, and now he has gone to the utmost limit of concessions to the FLN insurgents whose legitimate nationalist aspirations he is ready to satisfy.

The FLN leaders know from their secret talks with French emissaries in Italy and Switzerland that de Gaulle's offer of Algerian independence is inseparable from the grandiose scheme of a political link-up between France and the Maghreb and certain states surrounding the rich Sahara. For only as a North African development programme of the first magnitude can the destructive forces of inter-community hatreds in Algeria be absorbed and another "Congo" tragedy be averted.

The advice which Nasser is said to have given the FLN, namely to accept independence but reject cooperation with France won't do. The FLN must make up its mind whether to take or leave both independence and cooperation. The FLN's signal of its acceptance of the plan will be the rebels' declared readiness to arrange for the suspension of hostilities to coincide with the start of the peace talks.

12 Prospectors Seized in Sahara

MADRID (Reuters). — Twelve men, including four Britons or Canadians, four Americans and four Spaniards, were kidnapped on Sunday while prospecting for oil in the Spanish Sahara, the Foreign Ministry spokesman said yesterday.

Reports circulating here said the men were kidnapped by an unidentified band who also destroyed equipment.

U.S. Plan to Aid Latin America

WASHINGTON (AP). — President Kennedy last night called on Latin American nations to join with the U.S. in an alliance for progress featuring a 10-year plan to transform the 1960s into an historic decade of democratic progress.

In a statement at the White House to representatives of all Latin American nations except Cuba and the Dominican Republic, with whom the U.S. has broken off relations, Mr. Kennedy said:

"Our alliance for progress is an alliance of free governments — and it must work to eliminate tyranny from a hemisphere in which it has no rightful place. Therefore let us express our special friendship to the people of Cuba and the Dominican Republic and the hope that they will soon rejoin the society of free men, uniting with us in our common effort."

The President said he had just signed a request to Congress for \$500m. as a first step towards the programme of economic development agreed on at the Bogota Conference last year.

He expressed support for economic integration in the American continent as a genuine stimulus to larger markets and greater competitive opportunity.

US Newsmen's Visits Only if Formosa Cleared

TOKYO (AP). — China reiterated that American newsmen would be permitted to visit the Chinese mainland only when the U.S. withdraws its forces from Formosa.

A statement to this effect was issued yesterday by the Foreign Ministry in Peking, in commenting on the recent talks in Warsaw between the Chinese and American Ambassadors there.

It said its view, announced on September 6, still stands.

French Civil Servants To Strike Today

PARIS (Reuters). — France faces a nation-wide strike of a million civil servants today with no settlement in sight of their demands for a 500 New Francs (about £200) minimum monthly wage and a complete overhaul of the Civil Service pay system.

PICASSO WEDS

VALLEAURIS, France (AP). — Spanish-born painter Pablo Picasso, 79, married his model and long-time companion, Jacqueline Roque, 34, in the Town Hall here 11 days ago, it was revealed yesterday.

AFTER MIDNIGHT

Mayer Witty, Brandt of West Berlin reported after conferring with President Kennedy yesterday that the President "reiterated the determination of the U.S. in cooperation with its allies... to defend the Allied position in Berlin."

3 Lumumbist Companies Held By Mobutu Men

LEOPOLDVILLE. — The Foreign Ministry announced yesterday that Government forces of Maj. Gen. Joseph Mobutu have captured and disarmed three companies of pro-Lumumba troops in Equator Province near the Orientale Province border.

The announcement said one company was caught in the town of Mondombe, about 300 miles south-east of Coquilhatville, where it was disarmed by Mobutu troops. The latter then advanced to Ikela, 40 miles further south, where they captured and disarmed two more companies and took an armoured car.

The U.N. yesterday announced the evacuation of 10 Europeans, including a 73-year-old nun, who suffered "bestial injuries" at the hands of Congolese soldiers on the rampage in anarchy-ridden Lumumbist-controlled Kivu Province.

Girl Assaulted

Another report reaching U.N. Headquarters from Kivu told of an American missionary girl brutally assaulted and raped by four Congolese soldiers.

The evacuees told of daily beatings in the streets, pillaging of houses and threats of execution. White residents in small communities around Kindu live in nightly terror of being ordered from their beds at bayonet point and made to parade naked before jeering Congolese.

Malayan U.N. troops are trying to reach isolated villages where Whites are held at the mercy of Congolese soldiers. Many Europeans have been brought back to Kindu and now are sheltered at a hotel behind the bayonets of Malayan infantrymen.

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Mapai-NRP-Prog. Talks In Try to Avoid Polls

Six Election Bills Pass First Reading

Jerusalem Post Knesset Reporter

With no votes opposed, the Knesset yesterday sent to the Laws Committee six separate election bills presented by Herut, the General Zionists, Agudat Yisrael, the Communists, Mapai and Abdu Ha'avoda jointly and Mapai all proposing the holding of elections some time this summer. Neither the National Religious Party nor the Progressives put forward an election law, and the latter abstained on the vote.

The six proposals were introduced by the Speaker, Mr. Kadish Lur, who read the official letter he had received from President Ben-Zvi. This stated that following the resignation of Mr. Ben-Gurion some six weeks ago he had called on the latter to form another Government but Mr. Ben-Gurion had informed him that he had not found it possible to undertake this task.

Under the circumstances it appeared that no other Knesset member could successfully establish a stable Government, and the Knesset would presumably decide on its dissolution and the holding of elections. But, should the situation change, however, and some prospect of a new Government appear, he would of course make use of his prerogative to impose the task of forming such a Government on the appropriate candidate.

Mr. M. Begin (Herut), who was the first speaker, called this "a crisis of confidence." He said that a man had claimed to have been falsely accused. He was Secretary-General of the Histadrut, an organization with a membership of 1,000,000.

(UPI, AP)

(Continued on Page 2, Col. 3)

Rosen for Eshkol Cabinet

Jerusalem Post Political Correspondent

The key to the formation of a new Government without elections was yesterday again in the hands of the Progressive Party, whose Executive is to convene tomorrow (Wednesday) to discuss the Party's future course.

Two draft resolutions are up for debate: one by Mr. Eshkol, who supports the proposal that the Progressives join a Cabinet that would be headed by Finance Minister Levi Eshkol for a period of several months with Mr. Ben-Gurion as Minister of Defence; and one by Mr. Moshe Kol, M.K., rejecting such a proposal since it would interfere with the formation of the Liberal Party.

The Minister of Justice. Mr. Pinhas Rosen, strongly favours Mr. Eshkol's proposal and expressed his readiness to represent the Party in such a Cabinet.

Efforts to form a new coalition, comprising Mapai, the NRP and the Progressives at the first stage, continued yesterday. Mapai Ministers and other members of the Party leadership decided to wait until Thursday morning for the Progressives' reply before the Party's Secretariat takes a final decision on whether such a solution is desirable. At the meeting which was attended by Prime Minister Ben-Gurion, it was also decided to break off all contacts with Mapai and Abdu Ha'avoda with respect to the forming of a new Cabinet.

Mapai Against B-G

The Mapai Secretariat yesterday reaffirmed the decision of the party's Council to participate in a government now only if it comprises the members of the outgoing coalition and is not headed by Mr. Ben-Gurion.

The Secretariat meeting in which the two Mapai Ministers took part decided against joining a provisional government under a premier who after a short time would hand over the reins to Mr. Ben-Gurion.

The Secretariat decided to begin preparations for the election campaign.

The Abdu Ha'avoda spokesman said last night that in view of the Knesset decision on the election bills Mapai's proposals to form a Cabinet on a temporary basis were meaningless. Under the circumstances, he said, elections were the only way to end the crisis.

No Need for Exit Visas-Shapiro

The Ministry of Interior is preparing legislation to abolish the need for exit visas, the Minister, Mr. Moshe Shapiro, told the Knesset last night.

Replying to the debate on his Ministry's budget, Mr. Shapiro said that he arrived at the conclusion that there is no justification on security grounds for the present regulations.

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on Tuesday, March 14, 1961

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A. J. (Andy) Pennella
General Manager

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(Linked Life Insurance)

HETZ



Frost 'Says' Election Bills

By MORRIS KOHN, Jerusalem Post Reporter

A full house at the Wies Auditorium last night heard the Hebrew University's first annual election bills. The bills, which were presented by the Hebrew University's first annual election bills, were presented by the Hebrew University's first annual election bills.

Social & Personal

Foreign Minister Golda Meir yesterday received the Argentine Minister of Posts, Mr. Olin Akinfiev.

The Minister of Finance, Mr. Levi Eshkol, yesterday received the Argentine Minister of Posts, Mr. Olin Akinfiev.

The outgoing Burmese Ambassador, Mr. U Nu, yesterday received the Argentine Minister of Posts, Mr. Olin Akinfiev.

The group of 35 U.S.A. supporters from Canada yesterday received the Argentine Minister of Posts, Mr. Olin Akinfiev.

The next meeting of the Israel Medical Society will be held at 5 p.m. at the Hebrew University.

A memorial meeting on the 50th anniversary of the death of Ben-Haim will be held at 8 p.m. at the Hebrew University.

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Stamper, Petah Tikva's First Mayor, at 84

Jerusalem Post Reporter

Shlomo Stamper, the first Mayor of Petah Tikva and the first Mayor of the Petah Tikva Religious Council, died last night in the Shalom Hospital. He was 84.

Stamper, whose father was a famous rabbi, was one of the three founding fathers of Petah Tikva. He was leader of the town for 20 years before he attained city status.

Stamper, who was born in 1870, was a prominent figure in the town. He was a leader of the town for 20 years before he attained city status.

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Basan, Alliance Schoolmaster, at 90

Jerusalem Post Reporter

Yitzhak Basan, director of work in the Alliance Israel school net, died last night in the Shalom Hospital. He was 90.

Basan came to Jerusalem in 1925 after half-a-century of work in the Alliance Israel school net. He was a leader of the town for 20 years before he attained city status.

Basan, who was born in 1835, was a prominent figure in the town. He was a leader of the town for 20 years before he attained city status.

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Talks on Elections

Jerusalem Post Reporter

To convene a formal session of any of the Party organs for some time as being prepared to form a coalition with Mafpey at least one additional party join.

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Law Report

The Jerusalem Post March 14, 1961

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IT'S THE LAW

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Personal Advice

By SANDRA

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TECHNION - Israel Institute of Technology. ASSISTANTS FOR THE DEPARTMENT OF PHYSICS. There are several vacancies for graduate assistants in the following fields: Solid State Physics, Semiconductors, X-Ray Diffraction, Ferromagnetism and Low Temperature Physics, Solar Radiation and Upper Atmosphere, Theoretical Physics (Field, Nuclear, Plasma).

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Israel Art is Sheraton Key-Note

By Sarah Wilkinson

THE guests at the Sheraton-Tel Aviv will never lack a topic of conversation — the interesting art works and décor commissioned from a number of Israeli artists will always provide one. The interior decorating firm of R. Blumenfeld and L. Heskiah, who were responsible for the hotel's general scheme of decoration and furnishing, enlisted the services of some of the country's most lively artists and seem to have given them a free hand. There is no playing safe. The result, while not at all flamboyant, is both stimulating and provocative.

Decoration in the form of sculpture was provided by Nehemiah Azaz and Bezalel Shatz. Naphtali Besem and Danny Karavan contributed wall-paintings. Jean David decorated the ceiling of the ballroom; an enamel column and door handles for the main entrance were commissioned from Vera Ronnen; curtain hangings were designed by Erika Kluger and Jean David. Azaz has also designed the ceramics which will be used throughout the hotel.

Sculptured Wall

The most arresting art work is the sculptured wall which partially divides the ground floor lounge and draws the attention of the visitor as soon as he enters the hotel. This is the work of sculptor-potter, Nehemiah Azaz. Rudi Blumenfeld says that when his firm took over the interior decoration of the hotel they found that the layout of the main lounge presented them with an architectural problem which they decided to solve by a decorative solution. The hotel was built some 12 years ago and ideas on interior planning have changed in the meantime; they found that the four enormous pillars which dominated the lounge floor spoiled the overall impression and view. So they called in Azaz and his team to incorporate the pillars as part of the design.

The design is based on archaeological elements containing references to excavations of ancient cities — possibly those Nabatean remains in the Negev where Azaz has spent much of his time. There are hints of pillared temples, Crusader castles and a variety of other subjects, including old Jewish emblems. One hotel guest remarked that he had found traces of American civilization, too, the clear outline of a martini glass. The component parts are ingeniously woven together into a semi-abstract pattern to which further interest is added by the differences in the depth of the relief, some portions jutting out while others are little more than incised. Although the wall is massive — 12 metres long, four metres high and one metre thick — it does not make an overpowering impression, due mainly to the variety of shapes but also to the number of open spaces that lighten the whole effect. The material used is concrete in blocks cemented together and covered with a lime wash, the surface being textured as contrast to the plain walls. The result is impressive as well as an intriguing piece of work.

Even if one is not going to a party, the wall pointing to



Double-sided sculptured wall by Nehemiah Azaz in the lounge of the Sheraton-Tel Aviv. At right is a general view of the hotel.

Painted Ceiling

Jean David spent three months working on the ceiling of the large Independence Ballroom. This is not surprising as he did all the painting himself and had to cover 21 panels (300 square metres), each of them bearing a different design. Executed in plastic paint with a certain amount of relief work, the all-over pattern makes a somewhat sky-like effect with circles, half-moons and series of narrow bars, spreading out like rays of light, prominently figure the design. The ceiling panels (wood) alternate with plain ones of the same size, painted a dark grey. Jean David has lent his colour scheme mostly to pastel tones, occasionally relieved by a little bright pink and

orange blended with his customary good taste. As the walls are painted grey, with the length of one long wall covered with a heavy paper with a simple design, executed by the Laverne Workshops of New York, the ballroom makes a restrained and dignified impression.

Curtains and Panels

Mention should be made of the delightful curtain-hangings (Erika Kluger) with a pattern based on the Hanukkah candles in black and terracotta. One wall of the large airy dining-room carries wooden paneling with a design by Bezalel Shatz depicting in stylized form Abraham, Isaac and Jacob. The background is teal and the inlaid veneer-work is being executed by architect Lazar Heskiah, also an expert in this particular medium. Again the curtain-hangings, with a design by Jean David based on old Hebrew letters, should be noted.



The Men Behind the Hotel

By Helga Dudman

THE men who are, in one way or another, responsible for the opening of the new Sheraton-Tel Aviv Hotel are as varied as the guest registers will inevitably be. Organizationally two important groups are involved. The first is the Hotel Corporation of Israel, composed of 822 stockholders and formed in 1959 for the explicit purpose of turning an empty shell into an operating unit of the highest order.

The second is the Sheraton Corporation of America, the world's largest chain in number of hotels owned (54 in the United States and Canada, with Tel Aviv its first non-American venture) and second only to the Hilton chain in number of rooms (27,000).

The Sheraton Corporation leases the Tel Aviv premises from the Hotel Corporation of America, thus standing in the relation of tenant to landlord. The Sheraton group's success is legendary even in America. The Hotel Corporation, on the other hand, is distinguished by enthusiasm and dedication; its active members are innocent of experience in this industry, though their judgment in selecting Sheraton to run the hotel seems expert enough.

Ahead of Schedule

The very fact that life is now in full swing at the intersection of Nordau Boulevard and the Mediterranean is due to the effective devotion of the members of the Hotel Corporation of Israel. Inheriting an empty and weathered building does not make things easy to begin with. By international standards, time for the transformation should have been about 14 months; it was done in eight. The success of the venture was due, as is usual in such matters, to very hard work beyond the normal call of duty.

But all this has turned a white elephant into a money-earning bird of paradise. It cannot help being challenging as well as reassuring to



MARTIN SANDLER, Chairman of the Board

other investors, and gratifying to those. The present work is already planning a 200-bed extension. Nearly all the 822 stockholders are Americans, though one enthusiastic shareholder lives on the Caribbean island of Trinidad. Chairman of the Board is 41-year-old Martin Sandler of Illinois. The former Vice-President of the Tony Corporation, an enormous cosmetics firm, Sandler became an American tycoon at an early age. A member of a Zionist family, he learned his Hebrew as a schoolboy in Minneapolis.

Shareholders' Visit

Since there will be organized shareholders' visits to Israel and the Hotel — the first in April — this particular group will have a unique form of participating in its interests. Members will literally sleep and eat their investment involvement. This will be more direct than that of most other foreign investors. For while production may say, paper or chemicals can be judged technically only by experts, practically everyone feels entitled to form expert judgments on how hotels are run. Visits by the ultimate owners — in the hundreds — may well be a continuing critical evaluation of all aspects of the Sheraton-Tel Aviv and as such a welcome watchdog for the entire industry in Israel.

Representatives of the Sheraton Chain

Representing the Corporation's interests here is Samuel Neuman, a subra who has worked abroad for long enough years to operate on American standards in such matters of punctuality. It was up to Neuman, a former company commander of a Palestinian unit in the British army, to see that the hotel was ready on time. The original architect, Mr. E. W. Bauman, supervised its completion.



SIDNEY STACKLER, President of the Corporation

As representatives of the Sheraton chain, on the other hand, the key executives are Americans on assignment from Boston. Among these are Andy Pennella, the General Manager, and David Stuart, his assistant. The two men, teamed up with the other Americans here from Sheraton for varying periods to train local personnel, are far from the misconception of American efficiency as soulless and mechanical.

The efficiency will be there, Pennella puts it in encouraging terms. "It doesn't cost any money to smile, but it always pays in the end." Top value for the customer, this is a Sheraton principle and a likely explanation of its success. In Israel, it will be the new and happy result of the grand scale on which the Sheraton chain operates. Never before will a hotel here have had the benefit of such centralized efforts in advertising, training, and money.

GREETINGS TO THE



SHERATON-TEL AVIV HOTEL

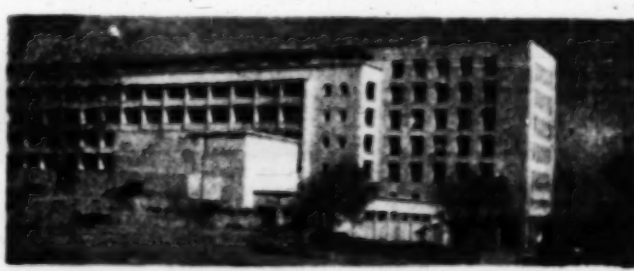
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Local materials used for interior decoration at the new Sheraton came from Nussbaum, Tel Aviv.

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As proof of this top-quality workmanship, Nussbaum Ltd., of Tel Aviv, has been entrusted with the interior decoration of Israel's first-class hotels such as the Arcadia, Galei Kinneret, Dan, King David, Ya'alon, Ramat Aviv, Sharon and, of course, the new Sheraton Tel Aviv, and this despite outside competition.

The importance played by the carpet in the interior

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The Mediterranean Terrace Dining Room

Smart Garb for New Hotel

Staff Uniforms Add Colour to Décor

By Morja Wolska

THE 200-odd service personnel at the Sheraton wear over 20 species of uniforms, all of which were made in Israel. The initial order for the kitchen alone was 80 dozen for housekeeping and engineering, 53 dozen. Almost all washable uniforms are changed daily, except those of the desk personnel, which are dry-cleaned. Cooks sometimes go through as many as three changes daily. Since the hotel is completely air-conditioned, there is no summer change. The size-range for coats and uniforms is incidentally far and away the greatest of any department. Cooks seem to vary in shape more than other people, so their uniforms come in on less than eight sizes. Uniforms for personnel at the reception desk, on the other hand, come in only in two sizes.

Uniforms are stocked and controlled in the downstairs linen room, which looks something like a small clothing store. Here, too, during the first running-in days of the hotel, the initial order for thread in a wide assortment of colours to be used for mending linen and uniforms, was filed — 110,000 yards of it.

Nature's Colours

Colour scheme, throughout the hotel, the scheme is based on the blues and greens though yellow is also used in many of the rooms. This carries over the "water, sky and sunlight" elements of the region. If we were going a hotel in a desert, the scheme would be different. The apron, yoke and headpiece are striped blue, green and lavender, which blend with the scheme of the handsome carpeting in this room.

Mediterranean Terrace Dining Room waiters, on the other hand, wear gold-yellow jackets, trimmed with gold and black horizontal stripes with the Sheraton emblem on the sleeve. This emblem is the letter S, a wreath and an urn, the last being the identification mark of the 18th Century English furniture designer. The similarity of whose name to that of the hotel chain is purely coincidental. Trousermen are black unless other-

wise stated. The brass buttons gleaming on the jackets clip in and out for laundering. During the running-in period, and as a temporary expedient, some Dining Room personnel wear black and white uniforms; this indicates training status.

Captain's rank can be determined in all cases by dinner-jacket and black-tie. Lounge waiters wear black jackets and black satin cummerbunds. Since service at the Sheraton is planned on European rather than American standards — that is, catering to Rightist Whims rather than Basic Necessities, there is a broader variety of distinguishing uniforms than is usually found in commercial American hotels. Late into the night, lounge waiters bring coffee, tea and snacks to guests who cannot tear themselves away from the two handsomely decorated lobbies.

Wine Steward's Chain

Bartenders wear black jackets with vertical stripes of gold and black trim. The distinguished, reassuring-looking gentleman in gold-striped black jacket with a magnificent chain and key around his neck is, of course, the wine steward.

In the Maccabean Room, six waiters will be wearing specially designed olive-green tunics embroidered in gold and yellow, described as "something between the garb of the ancient warriors and a kibbutz shirt".

At the reception desk, the men's uniform involves a dark slate-blue jacket with embroidered crest, women wear a matching dress-uniform.

The doorman, in blue and white, has the splendour of a high-ranking Admiralty officer (non-Israeli). Bellmen, hotel people do not refer to them as "bell-boys" wear green trousers with a grey stripe, bow tie, white buttons on the grey battle-jacket and the Sheraton emblem on the left arm. The captain wears the same, but his jacket is of civilian-cut.

There are no elevator operators; all lifts are automatic. Heavy-duty cleaning in the corridors is done by "housemen" wearing heavy-duty overalls. Upstairs, the chambermaids wear white aprons over blue-green uniforms of a Mediterranean Terrace Dining-Room shade.

When all the hotel's services are in operation, additional uniforms will also be found in the Barber Shop, Beauty Shop and Health Club, where a masseur and a masseuse will be on duty in the steam room. These, however, will be run by concessionaries, so uniforms will not be the hotel's worry.

The yet-to-come lifeguard for the outdoor pool will no doubt wear some distinguishing emblem. And at the pool, for guests wishing to document their own personal swimming, all the management has installed a unique device. In one of the pool walls, well below the water level, is a window through which a photographer can take pictures of submerged personalities.

Behind the scenes, uniform-differentiation continues with formal rigour. Cooks and chefs for instance, all wear white, but the Executive Chef wears the tallest and most impressive hat, well over a foot high. The Pastry Chef, Sous-Chef and other chefs wear hats of heavy elevations, while the cooks' aprons are quite form-fitting. Guests who may be delighted and amazed by the Sheraton's superb pastries may find their pleasure more intellectually understandable upon learning that the Pastry Chef comes to Tel Aviv from the Ritz in Paris, after many years also at London's Savoy-Plaza.

One of the uniforms not usually found in Sheraton hotels is the long grey coat worn by the Edinburg's supervisor in the kitchen. His cap is black. Kitchen helpers wear dark blue trousers, shirt and apron, a standard Israel outfit. Kitchen stewards, who bring food for preparation, are also responsible for other tactical and strategic operations there, wear white uniforms for general work, grey for "dirty" jobs. That term is in itself most misleading for the Sheraton's standards of cleanliness would please the most finicky hospital administrator.

Even guests are provided with uniforms by the management. For intimate or to-the-pool wear, 400 white terry-cloth robes are standard issue for the guest rooms. Half are small-sized, for women; the other 200 are tall and handsome, for men.

Tableware and Curtains

Objects, too, can be thought of as uniform-wearing at the Sheraton. Thus, the china-ware, English, comes in an extremely good-looking muted aqua style (for meat) or yellow (for dairy foods).

Of the well-dressed windows in the guestrooms, some sport richly textured, hand-woven-Israeli curtains; others have a cheerful cotton print that may seem abstract to some guests, but will be recognized by others as spelling out "Shalom" in Hebrew.

Guest-room walls wear a special kind of surface — a sprayed-on paint that looks like wall paper, can be scrubbed, is dirt-repellent and is very difficult to scratch or chip. This American invention has been patented in Israel since the advent of the Sheraton. Known as "Multi-color," this new paint is being manufactured under license by Zevah Oriental Paints Industry, Ltd. of Haifa. And one of the first sights to greet the visitor in the magnificent one-of-a-kind rug woven to order by Maatit, which is worn by the floor in the entrance lobby.



Above — Staff uniforms.

Below — A typical Sheraton bedroom.



Readers' Letters

BACH SOCIETY

Editor, The Jerusalem Post

Sir, — In your issue of January 18 you reported on the founding of a Society to promote music by Bach and other composers.

We should like to bring to your attention the fact that an "Israel Bach Society" founded by the conductor, El. Freud, has existed for over five years and has performed publicly seldom-heard works by Bach and other composers.

Although it is inspiring to learn that other groups wish to proceed in the footsteps of the "Israel Bach Society," we should like to point out that the aims of Mr. Taub's aims to found a Society with the same or similar name and purpose, after being expressly told that such a Society already exists. There seems to be no necessity to introduce a kind of unfair competition, unworthy of professional artists in the field of art. This can only confuse many well-wishing music lovers who like to attend concerts.

Yours etc.

P. A. (The Israel Bach Society)

(Name and Address Supplied)

Conductor Replies

The fact that the article in question was headed "Bach Society" may have created a little confusion among music-lovers.

The title of our newly established organization (as the first line of the article reads) is "Israel Association for the Advancement of Bach's Art." We shall perform quite a bit of Bach's music but include works by other composers of that period and contemporary ones as well.

I believe that it is quite wonderful that several musicians in this country feel the urge to get our people more interested in that sort of music.

MICHAEL TAUB
Chairman

Israel Association for Advancement of Bach's Art (At present) Berlin, March 2.

HELPING THE OLD

Editor, The Jerusalem Post

Sir — The organization "Life Line for the Old," Hayad Le-Kohanim, working in cooperation with the Municipality, tries to bring a little help and comfort to the large numbers of lonely old and destitute people living in the poorer quarters of the Capital. This year, a large Purim party was arranged at Beit Nevoimsky for members of the Municipality's eight Clubs for the Old. These clubs are scattered over the city, from Ir-Ganaim to Muzara. There was one problem, however, which almost ruined the entire project, the bringing of some 400 old people from all over the city to the party.

On learning of the situation, the "Homekasher" bus company sent a fleet of buses, at their own expense, which fetched all the old people to the meeting place and took them all home again after the celebration. On behalf of the hundreds of old people and of our organization I wish to express our deepest gratitude for this mission. Yours etc.

MYRIAM MENDILOV
Jerusalem, March 5.

CHICKEN FARMING

Editor, The Jerusalem Post

Sir, — This letter is being written as a last-minute attempt to prevail upon the Minister of Agriculture to modify some of the latest rules laid down by his office insofar as these affect a small group of chicken farmers.

We are talking about those few families who were so unfortunate — or shall we say naive — as to follow the repeated calls by the Government and the National Institutions for the move "from the city to the village" — during the year 1959, and who are now being punished for their "patriotism" by being deprived of their livelihood which they intended to build up for themselves and their children. Those who, like us, took over a neglected farm with all the installations, built with very few hens in them, during this crucial year 1959, are now denied subsidies for their eggs and we do not get the permit to raise the necessary number of chicks because we did not yet produce enough during that very year, which has been taken as the basis for the new planning rules.

When announcements of the new rules were published a few months ago, the figures included a special reserve for hardship cases. But now we have been informed that the Ministry of Agriculture absolutely refuses to make any exceptions. Accordingly, the number of chicks we are permitted to raise is so small that we might as well close down altogether, write off all our investment and wait to be sued for our debts.

A few dozen families at most started life in the village during that year 1959, and we firmly believe that the Government should honour its moral obligation to these few families and permit them to carry on by allowing them to raise chicks and by paying them the egg subsidy on the basis of the capacity of the installations they acquired in good faith instead of on the basis of their production figures during 1959. The cost in money to the Treasury would be negligible; the gain in prestige, confidence and goodwill, however, would be very great indeed.

Yours etc.

P. AND G. HIRSCH
Sha'ar Hefer, February 2.

NATURE NOTES:

SONG of the BLACKBIRD

WALKING in the orange groves near Hadera one day in March, some years ago, with an expert American painter and birdwatcher, we heard a fluting song, and Ferguson, the painter, said: "That's a blackbird!"

"It can't be a blackbird," I said wisely, "because for one thing the blackbirds are only winter visitors here and have gone by this time and for another, even if they were rather late this year, they wouldn't sing — they mate and sing only in Europe, worse luck. That was a particularly good bulbul!"

Ferguson wouldn't believe me and set off into the grove, and presently he and behold, the blackbird actually appeared, flew up to a high dead branch, and performed again. I should have known the song, for I had heard it for decades in the Vienna parks, but that was so long ago I had forgotten. It is

probably the most tuneful even in Europe, akin to that of the song-thrush, but never repetitive, and with one characteristic blemish — it ends in an unmusical stuttering. My positive assertion about there being no nesting blackbirds in our region was disproved, and, indeed, today everybody knows that the resident blackbirds, formerly nesting only on Mt. Carmel and in Galilee, have now spread to the Coastal Plain. They are not numerous yet, but in winter their numbers are augmented by the visitors which come after the first rains and leave as a rule early in March. The cock blackbird (*Turdus merula* — *Shakhar*) is easily identified, being coal-black and with a bright yellow bill. In size it is between a bulbul and a dove. The hen is dark brown on the upper side and lighter and more rufous on the under side.

P.A.

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